

## ORDER



**Orders**  
**Order / Rev:** 716281  
**Alt Order #:** 06335138  
**Product Desc:** OBAMA SCHED A  
**Estimate:** 1844  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/24/12 / 09/24/12  
**Order Type:** Political

**WUSA**

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential, Political, PL-Federal  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	70	\$168,200.00	\$142,970.00
10/01/12	10/07/12	18	\$52,350.00	\$44,497.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$168,200.00	\$142,970.00	0.00
October 2012	18	\$52,350.00	\$44,497.50	0.00
<b>Totals</b>	<b>88</b>	<b>\$220,550.00</b>	<b>\$187,467.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/25/12	10/01/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$450.00		0.00				
E 2	WUSA	09/25/12	10/01/12	11a-12p The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$850.00		0.00				
E 3	WUSA	09/25/12	10/01/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$700.00		0.00				
E 4	WUSA	09/25/12	10/01/12	DT Daytime (12:30 PM-3:00 PM)	CM	9a-3p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$900.00		0.00				
E 5	WUSA	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$2,500.00		0.00				
E 6	WUSA	09/25/12	10/01/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Alt Order #: 06335138  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED A  
 Estimate: 1844

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WUSA	09/25/12	10/01/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$750.00		0.00				
E 7	WUSA	09/25/12	10/01/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	7	\$500.00	P-2	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			7		\$500.00		0.00				
E 8	WUSA	09/25/12	10/01/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	6	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			6		\$300.00		0.00				
E 9	WUSA	09/25/12	10/01/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$700.00		0.00				
E 10	WUSA	09/25/12	10/01/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$900.00		0.00				
E 11	WUSA	09/25/12	10/01/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$800.00		0.00				
E 12	WUSA	09/25/12	10/01/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$900.00		0.00				
E 13	WUSA	09/25/12	10/01/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTFSS			5		\$2,500.00		0.00				
E 14	WUSA	09/25/12	10/01/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$1,800.00		0.00				
E 15	WUSA	10/01/12	10/01/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	9-10P	M-----	:30	2	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			2		\$12,000.00		0.00				
E 16	WUSA	10/01/12	10/01/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			2		\$8,000.00		0.00				
E 17	WUSA	09/25/12	09/25/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	2	\$14,000.00	P-2	0.00	NM	2	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			2		\$14,000.00		0.00				
E 18	WUSA	09/27/12	09/27/12	Thu Prime C PRS OF INTEREST	CM	10-11P	---T---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---			1		\$9,000.00		0.00				
E 19	WUSA	09/28/12	09/28/12	Fri Prime A UNDCVR BOSS	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$3,000.00		0.00				
E 20	WUSA	09/29/12	09/29/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WUSA	09/29/12	09/29/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		2			\$2,500.00		0.00				
E 21	WUSA	09/29/12	09/29/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		2			\$2,500.00		0.00				
E 22	WUSA	09/30/12	09/30/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1			\$25,000.00		0.00				
E 23	WUSA	09/30/12	09/30/12	NFL Today NFL Today	CM	NFL Today	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1			\$2,000.00		0.00				
E 24	WUSA	09/30/12	09/30/12	NFL Football Game #1 NFL Football Game #1	CM	NFL Football Gam (1:00 PM-4:00 PM)	-----S	:30	2	\$16,000.00	P-2	0.00	NM	2	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		2			\$16,000.00		0.00				
E 25	WUSA	09/29/12	09/29/12	NCAA Football Pre-Game NCAA Football Pre-Game	CM	NCAA Football Pre-	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1			\$1,500.00		0.00				
E 26	WUSA	09/29/12	09/29/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	-----S-	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		2			\$3,000.00		0.00				
Totals													88	\$220,550.00	